

Laser Therapy

Practices are attracted to this fast-growing category because laser therapy instruments are significantly reducing pain and inflammation in patients.

Your opportunity

Commissions on \$20,000 to \$30,000 in quality laser therapy purchases.

Clinical studies and real-world uses are proving that veterinary laser therapy alleviates pain and inflammation, reduces swelling, and stimulates nerve regeneration and cells involved in tissue repair.

Equipment overview

Class IV therapy lasers are quickly becoming the technology of choice for therapeutic treatments because they reduce pain and inflammation and accelerate healing; all in a noninvasive, drug-free way. They use electromagnetic energy (light) that interacts with tissue to produce “photo-bio-stimulation” or “photo-biomodulation.” This response decreases pain perception through its effect on nerve cells and nociceptors, by increasing stimulation thresholds, reducing neuronal impulses, and increasing the release of tissue endorphins.

Treatment plans for chronic patients are typically sold in groups of 5 or 6, so you can ensure compliance and encourage repeat clinic visits.

Specific laser therapy benefits include:

- Improved patient outcomes:
 - Effective relief of pain, inflammation, and swelling
 - Extremely well tolerated by pets; no known side effects
 - May decrease the need for surgery and medications
 - Reduces healing time
 - Requires no sedation or clipping

- Quick and easy to administer (approximately 3 to 6 minutes per site)
- Allows pet owners to be present and feel that they are participating in the healing process

- **Versatile for all animals across a wide range of conditions:** Applicable for osteoarthritis, degenerative joint and disc disease, hip dysplasia, dermatologic disorders (e.g., hot spots, interdigital dermatitis, acral lick granuloma), acute and chronic otitis, periodontal disease (e.g., feline stomatitis), post-operative healing (e.g., to treat incision pain and reduce inflammation before the patient wakes up), acute traumas (e.g., sprains or strains without radiographic changes or ruptured ligaments).

- **Increase practice revenue:** Therapy lasers can work alongside other treatment modalities to maximize effectiveness, and can be safely and easily applied by veterinary technicians or staff to free up the valuable time of veterinarians. Treatment plans for chronic patients are typically sold in groups of 5 or 6, so you can ensure compliance and encourage repeat clinic visits. And, once you recoup your investment, there are no further financial obligations – it’s a one-time cost with long-term returns.

- **Retain existing clients and attract new clients:** Offer a new drug-free option to treat patients that are noncompliant with treatment regimens or unable to tolerate drugs. Reduce recovery time.

Important: To protect patients and staff, safety procedures must be understood and followed when using laser therapy tools. It is imperative to have safety goggles specific to blocking the wavelength of their laser, and cloth or other means to protect a patient’s eyes. ■

*Source: AAHA Therapeutic Laser Buyer’s Guide www.aahanet.org/graphics/CustomContent/TherapeuticLaserBG.pdf

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Prospecting Tips

Prospects likely to buy the latest laser therapy equipment

All practices that manage pain and inflammation when treating a wide range of patients and conditions are candidates for laser therapy instruments.

Clinic clues for quality leads

When visiting a clinic, look for laser therapy equipment and note whether or not the practice uses it at all.

If laser therapy equipment is present, identify the brand and see if you can tell if it's an older model or something other than CO2 laser equipment.

Approaching the sales discussion

- **Check-off (qualify):** If you're not sure if the practice is doing much therapy, establish your direction by asking, "Do you currently use laser therapy to treat pain and inflammation?"
- **Confidence:** If YES, confirm and support benefits. If NO, assert the benefits with confidence. "I'm sure the

latest laser technologies will provide better patient outcomes, especially pain relief."

- **Invitation to neutral:** "Let's look at how today's advanced laser technologies can reduce patient pain and recovery time while increasing client satisfaction and revenue for your practice."
- **Seek alignment/understanding as the dialogue continues:** "Can you help me understand ..."
 - "How do you currently manage pain in your patients?"
 - "What would it mean to significantly reduce pain, complications, post-surgery licking, and recovery time?"
 - "What if you could treat pain effectively without drugs?"
 - "What would it mean if your veterinary technicians could administer laser therapy and free you up to perform other procedures?"
 - "What if you could reduce the risks to your patients?" ■

